

# QUILL



FOUNDER-PUBLISHER TELLS OF EUROPE TODAY

Raymond C. Pulliam (center), Indianapolis newspaper owner in Chicago, speaks at a Sigma Delta Chi dinner, grows Cowles Reynolds (left), Standard Oil of Indiana publisher, and Earl L. Warren, Knight Newspapers executive editor. See page 11.

25 Cents

August, 1949

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*from*

Victor E. Bluedorn

BUSINESS MANAGER

MEMO:

Both "30" and "40" hold special significance this year for the more than 17,000 members of Sigma Delta Chi.

As journalists we usually think of "30" as the end of a story. Not so this time. It means the 30th National Convention of our national professional society.

And "40" naturally brings to mind that saying "that life begins at 40." Here too, this figure has double significance. Sigma Delta Chi is 40 years old this year.

Both events, the 30th National Convention and the 40th Anniversary of our society, will be featured in the November issue of *The Quill*, the CONVENTION-ANNIVERSARY NUMBER.

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# THE QUILL

A Magazine for Journalists

Vol. XXXVII

Founded 1912

No. 8

## The Class of 1949 Vs. the Job

**V**IC BLUEDORN dropped around the other day to share such lunch as I could manage between editions that seem to come up with the urgency of a revolving door at rush hour. Sigma Delta Chi's executive director was also busy (as usual) revising procedure for the fraternity's personnel bureau. It was late in June and the class of 1949 was besieging National Headquarters in search of that job.

Among other things, Vic wanted an opinion on some specific classifications of journalistic jobs. That, on paper at least, was easy. I could point out that as far as I am concerned, copyreader is still as good a term as copy editor and I am prepared to stick to the older word for much the same reason I say undertaker instead of mortician. (No snide laughs from reporters—the best of you will need both.)

Classifications took no longer than a waitress needed to serve cold sandwiches in a quick order eating place. Then our talk veered to such generalities as how to get a job and whom newspapers hire and why. That was quite another matter. I have been a job hunter myself and in my time I have hired a modest number of young men. Even when I was in no position to hire I have talked to scores who wanted to enter journalism.

When I stopped for breath, the sandwich had disappeared, the coffee was cold and I was overdue at my particular oar in the journalistic galley. Whether Vic had any new answers for the class of 1949 is debatable. What was said may be of some further interest.

The journalist of some experience is comparatively easy to deal with. He knows the strange ritual of newspaper personnel method and can shrug off a straight or an evasive answer as easily as an editor can give it. What to tell the youngster who wants a toehold—even a youngster equipped with an advanced degree in journalism—remains almost as difficult for me as it was when I was a kid city editor in a small city and was still somewhat perplexed even as to why my boss had hired me.

From the hirer's point of view, the qualities that would seem to indicate a useful journalist remain difficult to assess in advance. It is true that steady improvement in the quality of professional education has helped simplify the task of selection. But even this leaves the best-equipped young job hunter behind the young physician who can say he was graduated from this school, interned at that hospital and did a residency at another. His professional pedigree and prospective performance are far more visible.

Whatever his training and personal assets, the young journalist must start work as considerable of an unknown quantity. The flair that may make a fine reporter or a wise editor can be only imperfectly evaluated by such devices

as grades or campus honors. And whatever perfection may be attained by schools of journalism, they must in the foreseeable future continue to face the fact that a talented young man may become a first rate journalist without professional education.

**I** HAVE usually advised the inexperienced job hunter to go to a smaller city. Most of my own newspaper work has been done in a very large city and I am unhappily aware, as I give this advice, that it sounds like the cheapest of brushoffs. I am also aware that the smaller cities are producing their native graduates in journalism and the editors there, other things equal, are likely to give any vacancies to the home town boy.

But I think the advice is sound, even if it means a lot of letter writing or actual travel on pure speculation. A young man can find out more quickly in a smaller newsroom whether he has what it takes or hasn't. He will get a chance to try his hand quickly at everything from police to politics and editorial writing to makeup. He may find a future there that looks better than the one he planned in the skyscraper newsrooms of New York or Chicago.

If the young journalist is determined to be a big timer, he still can do no better than to learn the fundamentals of his profession in a smaller city. And if he is smart, he is going to learn the fundamentals the same way medicine makes a young physician learn fundamentals by tramping hospital wards attending to every known ailment whether his ultimate goal is surgery or psychiatry.

This advice is sincere and, I am convinced, valid, but it will make thin reading for the graduate who is still looking for that first job. If he is determined to become a newspaperman, he probably will. In the meantime, he may find some comfort in the fact that his chosen trade is a peculiar one in which the flukes can upset the soundest rules.

Not long ago a brand new graduate of one of our best known schools of journalism dropped in on me. A war veteran, he made a quick pleasing impression that was not marred by considerable self-assurance. His only trouble was that he wanted to start at the top, as a foreign correspondent.

I started to explain that a foreign assignment was usually the reward for brilliant reporting at home. He knew that, but he didn't want to be a reporter at home. He had enough G. I. allowance left for some foreign study and he saw no reason for not trying to climb aboard any journalistic train that was going while he was over there.

I broke down and gave him some names overseas—they'll damn me and buy him a drink—and he left, jauntily. What makes it funny is that there is just an odd chance he'll make it. I've known it to happen. But I stick to my story: A small city is the place to start!

CARL R. KESLER

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THE QUILL for August, 1949

## Leaders, Scholars

# 365 Students Win Honors From SDX

**S**IGMA Delta Chi this summer selected 324 senior journalism students for scholastic distinction and cited forty-one for special achievement in colleges and universities where the fraternity has chapters.

The annual awards to members of graduating classes were announced by John M. McClelland Jr., editor of the Longview, (Wash.) *Daily News* and vice president in charge of undergraduate chapter affairs. Membership in Sigma Delta Chi was not required for either honor.

"Citation for Achievement" certificates were given forty-one male graduates selected on a basis of character, scholarship and evidence of competence to perform journalistic tasks. The decision was made in each case by a committee of student, faculty and professional members of the fraternity. The citations are made to foster high standards in preparation for careers in journalism.

Those receiving the scholarship certificates included 229 men and ninety-five women. To qualify all had to be in the upper 10 per cent of their classes. All college work for three years was taken into consideration in order to carry out the fraternity's policy of broad education for journalism.

Winners of the citations for achievement are:

Darwin B. Anderson, Baylor University.  
William Pace, Butler University.  
Darwin R. Olofson, University of Colorado.  
Ned T. Lyon, DePauw University.  
Philip W. Carroll, Drake University.  
James Wall, Emory University.  
Edward Shurtleff, University of Florida.  
S. H. Shaddix, University of Georgia.  
William G. Murphy Jr., Grinnell College.  
Harry Howard, University of Idaho.  
Alvin W. Pistorius, University of Illinois.  
Dean Helms Jr., Indiana University.  
John Heer, Iowa State College.  
James L. Robinson, University of Kansas.  
Norville R. Gish, Kansas State College.  
Adolph O. Goldsmith, Louisiana State University.  
Raymond V. Beaumont, Marquette University.  
DeWitt Scott, University of Miami.  
Robert W. Dilworth, University of Michigan.  
Gerald W. Kloss, University of Minnesota.  
Richard Hoenig, University of Missouri.  
Walter R. Orvis, Montana State University.  
Jack C. Botts, University of Nebraska.  
Roger W. Brander, University of Nevada.  
Terrence J. Collette, University of North Dakota.  
Creed Black, Northwestern University.  
John R. Savelly, Ohio University.



**TELEVISION INTERNE**—Among the Sigma Delta Chi scholarship award winners for 1949 is Stephen Fentress (seated) of Northwestern University, selected by Chicago's WGN-TV for a year's training in television news techniques. Standing, from left, are Gordon Smith, 1948 "interne" now a permanent member of the WGN-TV staff, and Spencer Allen, the station's news director. (See page 10).

John B. Baker Jr., Ohio State University.

J. Louis Cozby, University of Oklahoma.  
James Reynolds, Oklahoma A. & M. College.

Fred C. Zwahlen, Oregon State College.  
William J. Pade, Pennsylvania State College.

James D. Fahnestock, Purdue University.

Marvin H. Perry, South Dakota State College.

Gerald F. Maher, University of Southern California.

Sam Johanson Jr., Southern Methodist University.

Henry Rosso, Syracuse University.  
Raymond C. Whittaker, Temple University.

William H. Smith, University of Texas.  
James W. Phillips, University of Washington.

Charles H. Branch, University of Wisconsin.

**S**CHOLARSHIP winners are:  
BAYLOR UNIVERSITY—Jere Wales, Walker Knight, Veda Rae Tyson.

BUTLER UNIVERSITY—Joanna Heiney, Robert Churney, George Leamson, Rosemary Ronsheim, James E. Smith, Dorothy Newburg, William Pace.

UNIVERSITY OF CALIFORNIA—Beth Audrey Rosen, Nicholas P. Lafkas, Ruth Roy, Francis J. McCarthy, Betty Humphreys, Reuben Mehling.

UNIVERSITY OF COLORADO—Darwin Olofson, Robert McVay, Edward Olsen, Bert Meyers, Anne Bail, Harry Lawson.

DRAKE UNIVERSITY—Monte Brown, Norman L. Bacon, Dolores Van Dyke, Kaz Oshiki.

EMORY UNIVERSITY—G. Eugene Braswell, Charles R. Blackmon, George D. Knight.

UNIVERSITY OF FLORIDA—John P. Gaines, George R. Mason, Walter A. Guntharp.

UNIVERSITY OF GEORGIA—William M. Bates, Simeon A. Shaddox Jr., Elizabeth E. Heridge, Gretchen Minglehoff, Jack B. Haskins, Richard D. Bullock, Frank A. Majors, Harold E. Davis, Emmitt E. Noland Jr., Reva Ann Dame, Raleigh G. Bryans, Walter H. Mitchell, John W. Crea, Carol Pyle, W. D. Miller Jr.

GRINNELL COLLEGE—William G. Murphy Jr.

UNIVERSITY OF IDAHO—Harry Howard.

UNIVERSITY OF ILLINOIS—Carlyle E. Neubauer, Charles G. Cooper, George F. Bargh Jr., Eric P. Selin, Paul D. Veatch, Joan E. Kuhns, Joe T. Miller, Matthew J. Kaufman, Marilyn J. Gardner, Alvin W. Pistorius, Leo E. Persselin, Zena Zeman, Harold Ramm, Alvin R. Haerr, Richard L. Gibbs, David L. Moberly, Lois S. Moore, Robert B. Shonfeld, Eugene C. Dorsey, Melvin D. Asch, Jack W. Vertrees.

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## Texan 4th Generation Newspaperman

# New President of N.E.A. Edits Citrus Belt Weekly

By LUCY H. WALLACE

**T**HERE'S been a generous mixing of printer's ink in the family tree of the Texas Cooks—Joe T. Cook, editor of the *Mission (Texas) Times* and new president of the National Editorial Association, is a fourth generation newspaperman. Cook is a Sigma Delta Chi (Texas '32) and was editor of the *Daily Texan* during his senior year at the University.

In his family, the pattern started with Great Grandfather Thomas Cook, a pioneer editor at Huntsville, Ind.; continued on with Grandfather Samuel Francis Cook, the first one of the clan to become a Texan (editor of the *Albany (Texas) News*), and to his father, Thomas Milton Cook, of the *News* and the *Weatherford Democrat*.

With the pattern so well established, it takes no crystal ball to predict that Joe Jr., a 12 year old carrier for a Texas daily, will go from there to become the fifth in line.

Cook was elected president of N.E.A. at the Salt Lake City convention of the 64 year old organization in June. He had served as a member of the NEA's board of directors since 1944. Editor manager of the *Times* since 1934, he has been the force that has marked a ten fold increase in production in the plant and an increase of the staff from four to twenty-nine.

One of the country's leading newspapers in the weekly field, the *Times* has won nearly forty regional and national awards since Cook became editor. Included in its trophy case are three Belo cups, presented by the *Dallas Morning News* in annual contests conducted by the Texas Press Association for the beat all round newspaper; three first place awards from N. E. A. for general excellence (all won before he became a member of the board), and a score or so of others from press associations in which the paper has a membership.

**L**ATE in 1948, Cook and his *Times* reached an important milestone when the offices and plant were moved to a new \$100,000 air conditioned home built to the firm's own specifications to make it a newspaper man's dream come true.

The steel, brick and concrete building, 140 by 50 feet, has been fitted with a great many new pieces of equipment added when the building was occupied and supplementing an already large plant. Functional designing in the shop has allowed for a flow of work through the composing and press rooms to speed up the commercial and newspaper production.

Under Cook's management, the *Times* has become noted for its high standard of editorial and mechanical excellence and for its emphasis on citrus fruit growing in its regular editions and its annual citrus edition. The oldest weekly in the lush Lower Rio Grande Valley which includes the four counties of the "Tip of Texas,"

the *Times* is located in the midst of the most heavily planted citrus area in the United States. Mission, its home, uses widely its significant slogan, "Home of the Grapefruit."

As a youngster of 12, Joe started his generation's part in the Fourth Estate chain begun by his Indiana great-grandfather. He was a carrier boy at Eastland, Texas, where he and his mother (who was widowed when young Joe was a year old) were living. High school days and long pants stepped him up to back shop of the *Daily Oil Belt News* where he learned the printer's trade. That ability wrote the checks which put him through the university where he received a Phi Beta Kappa key along with his sheepskin in 1932.

Once or twice during his college years, Cook gave some thought to other careers. Always, though, he went back to his determination to be a small town newspaperman. In the years since, opportunities in other fields of journalism have beck-

**T**HIS summer Joe T. Cook, editor of the *Mission (Texas) Times* became president of the National Editorial Association at 39. His weekly newspaper had been winning N.E.A. and other prizes for years before he took office at the Salt Lake City convention and only last year moved into a model plant.

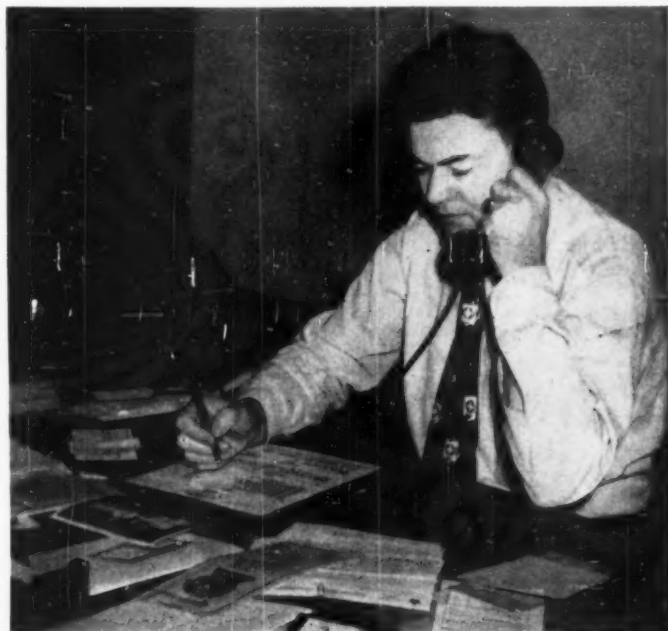
Member of a newspaper family, he has stuck to his belief in the important role of the small newspaper since his undergraduate days at the University of Texas. And he needs to go no further than his own shop to cite the strides that the "country weekly" has taken over the years. This story of Joe Cook and the *Times* was written for *The Quill* by Lucy H. Wallace, news editor of the citrus belt paper.

oned but never strongly enough to pull him from his course.

A strong belief in the influence of the weekly paper in the American way of life is the force which keeps the 39 year old

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**BELIEVES STRONGLY IN WEEKLY'S ROLE**—Joe T. Cook, editor of the *Mission (Texas) Times* and new president of the National Editorial Association, comes by his enthusiasm naturally for the Cooks have been editors for four generations, moving from Indiana to the citrus fruit belt of Texas by way of half a dozen newspapers.



THE QUILL for August, 1949

## For Service to Journalism

# Two Awards and Citation Complete SDX '48 Honors

**S**IGMA DELTA CHI'S formal recognition of distinguished service to American journalism during 1948 has been completed with judges' decisions in favor of a metropolitan newspaper, a teacher of journalism and a wire service managing editors group.

Awards for courage in journalism and for journalistic research, announced briefly in the July issue of *THE QUILL*, included an extra, special citation for research. They followed earlier publication of winners in nine other fields.

The Philadelphia *Inquirer* will receive the fraternity's bronze medallion for courage in journalism. J. Edward Gerald, professor of journalism at the University of Minnesota, will be similarly honored for research. A special citation for research will go to the Continuing Study Committee of the Associated Press Managing Editors Association.

The *Inquirer* was cited for a series of stories uncovering abuses in the collection of old debts resulting from real estate foreclosures and alleging the use of "inside information" by former officials in acquiring such assets. It resulted in the indictment of three of the latter and proposals for changes in state law to prevent further abuses of its intent.

The *Inquirer's* campaign started with a "letter to the editor" from a reader anxious to know whether "they could collect" further on an old mortgage whose foreclosure had cost him his home in depression days. Digging by *Inquirer* reporters revealed parallel cases, usually of persons in modest circumstances who had lost homes and in some cases had remortgaged new ones or borrowed from friends and relatives to pay old claims they did not realize existed.

Such deficiency collections were legal unless there were special circumstances. The *Inquirer* traced current holders of old mortgage assets to a group of eight trading companies suspiciously grouped in one office.

It charged that certain former officials of the state's Closed Building and Loan Division had used inside information to acquire the assets and dun the debtors. It reported that in some cases the persons now being dunned had tried to settle the old debt and had talked with the same state employees now collecting for private firms.

Various irregularities were uncovered and a grand jury investigation and the indictments followed. Legislation designed to prevent future speculation in building and loan assets was prepared as a result of the *Inquirer's* campaign. The campaign itself involved nearly 200 news stories, editorials and what amounted to a course in real estate law for *Inquirer* staff members.

The judges commented, in making the award to the *Inquirer*, that "a public service was performed when a large number of threatened citizens were freed from fear, public corruption exposed, state officials aroused to action and accused brought to justice."



J. Edward Gerald

**P**ROF. GERALD was given the research award for his book, "The Press and the Constitution, 1931-1947." The judges commented:

"Prof. Gerald gives evidence of careful examination of a great deal of basic primary and secondary material relating to attempts of the courts to interpret the meaning of the First Amendment of the Constitution in a great variety of situations that arose in the period of social and economic readjustment covered by the study.

"We believe that his book, which relates the development in this phase, adequately to the general conditions of the times, has great value to journalism and a social value beyond its importance to journalism itself."

A graduate of West Texas State Teachers College and of the University of Missouri school of journalism, Prof. Gerald has worked for the *United Press* in Denver, edited the *Canyon (Texas) News* and read copy for the *St. Louis Star Times*. As a campus editor at West Texas, he was vice president of the Texas Intercollegiate Press Association.

While a member of the Missouri journalism faculty, he served for four years as manager of the Missouri Press Association and for a year, following the death of Frank L. Martin, as acting dean of its school of journalism. He left Missouri in 1946 to become a professor of journalism at the University of Minnesota where he had taken his Ph.D.

At Minnesota, Prof. Gerald has developed two new courses in the field of mass communications, under the direction of Dean Ralph D. Casey. One of them, Freedom of the Press and Communications Law, grew out of the book which won him the Sigma Delta Chi award.

The other, called *The Newspaper in a*

Dynamic Society, traces to their setting in the social, economic and political life of modern America the tensions and tendencies which, in miniature scale, worked out in Supreme Court decisions marking the period of 1931-1947. For two years he has conducted the National Newspaper Survey under grants by the Minnesota graduate school. Dr. Gerald was initiated into Sigma Delta Chi while a student at Missouri.

**T**HE special citation for research was voted the APME group for its publications during the year analyzing the content and readability of the *Associated Press* report. The judges did not consider the continuing study for the regular award because it represented the work of scores of persons, and the award has traditionally been made to an individual or at most to two or three collaborating authors in a single piece of research.

"We feel, however," the judges added, "that the interest shown by the Continuing Study Committee in such research techniques as content analyses, readability testing and questionnaire methods in attempts to evaluate and improve presentation of news should be encouraged and the committee should be commended for an important work and an effective report."

The APME report, presented in a 54-page booklet at the managing editors' annual meeting in Chicago last November, was described in a foreword as "an earnest, friendly, critical study of how the AP is doing its job as part of America's free press." The foreword added that the study "was made possible by the *Associated Press* itself."

The final report represented the distillation of an enormous mass of material contributed by nearly 1,000 editors and newspaper staff members. The basic research represented in the study was the work of forty-four editors and the AP executive staff. A major byproduct of the continuing study has been the campaign to simplify the AP report based on the readability formula developed by Dr. Rudolph Flesch.

The fields specifically studied and reported last November were business, domestic, Washington, foreign and sports news, membership participation, news features and photos and readability. The report was terse, frank and practical to the point of numerous actual examples of stories and leads, both domestic and foreign news, before and after rewriting for greater readability.

Different subcommittees of *Associated Press* managing editors worked on each field represented in the 1948 continuing study. The overall Continuing Study Committee was headed by Lee Hills of the *Miami Herald* as chairman and L. R. Blanchard, Gannett Newspapers, and James S. Pope, *Louisville Courier Journal*, vice chairmen.

Beryl Sellers (Georgia '43) and Dale M. Freeman (Missouri '49) are recent additions to the Springfield (Mo.) *Leader and Press* and *Daily News* staffs. Sellers was previously with the *Houston (Tex.) Press*.

Kenneth L. Larson (Minnesota Professional '41), formerly with the *Pioneer Publishing Co. of Bemidji, Minn.*, has gone to the *Tri-County Record* at Kiel, Wis.

Leonard J. Snyder (Kansas '19) is now on the *St. Louis Star Times*.



**FINAL LAYOUT**—John Morris, picture editor of the *Ladies Home Journal*, works on the prints chosen to represent the first photographic workshop at the University of Missouri.

**W**HAT happens when thirty professional newspaper and free-lance photographers come into a quiet university town for a week of picture shooting? The University of Missouri found some of the answers in a recent photo journalism workshop, held in Columbia, Mo.

The first annual workshop for the development of photo journalism was sponsored by the Missouri school of journalism's department of photography and Kappa Alpha Mu, professional fraternity for photo journalists.

But let us start at the beginning and see the plan and purpose of the workshop. It began over a year ago in the mind of Cliff Edom, energetic professor of photography. Edom, one of the outstanding men in the field of photo journalism, felt that the progress of picture reporting should be pushed along. He is author of several picture publications and magazine articles. He lives, breathes and teaches every day the new field of news, told in word and picture.

So, with the blessing of Dean Frank Luther Mott, and the journalism school staff, Edom launched the idea of a photo-workshop, where newspaper, free-lance and illustrative photographers could come and spend a week in mutual work and discussion to develop their insight into the growing field of camera reporting.

Several big names in the photographic field were consulted and all gave their endorsement to the project and even offered to spend a week with the workshop members, as "non working" members of the staff. They could give tips from their experience to help the workshop members in their work. Edom quickly accepted their offer.

## Photo Workshop at Columbia, Mo.

# Photographers Seek Story Of a Town in Pictures

By OTHA C. SPENCER

Among the instructors was Roy Stryker, director of photography for the Standard Oil Company and former photo director of the Farm Security Administration and the Office of War Information. Also on the staff were Stanley Kalish, picture-editor of the *Milwaukee Journal*; John Morris, picture-editor of the *Ladies Home Journal*; Rus Arnold of flash and speed-light fame; and Harold Corsini, magazine and free-lance photographer.

Stryker, who has probably handled more photographers than any other person in the field, directed the workshop. Stan Kalish gave his ideas on the needs of the newspaper and photo editor; John Morris presented the magazine editor's viewpoint; Arnold helped with technical problems, and Corsini, who has used a camera in all parts of the world, advised in the actual approach to shooting. These were the "non-working" members of the staff, as they chose to call themselves.

**T**HE "working members" were photographers from seven states and two provinces of Canada. To make the work more interesting, there were five women in the group. There were photo teachers, students, a staff photographer from *Life* magazine, some free-lancers, a studio owner, and of course, several newspaper photographers. But each had one thought in mind: How may I learn to present a better news or feature story with a combination of words and pictures?

The problem of the workshop was: "Shoot a picture story of Columbia, Mo." It was as simple as that. At least it seemed that way until the actual work of planning the story began. Then it became complicated.

Columbia, instead of being a simple college town, developed into an intricate mixture of educators, businessmen, students, farmers, traders, and the ordinary "stand on the street" character common to every town. Columbia, upon close inspection, was a city with a race problem, and being situated right on top of the Mason-Dixon line, the problem was more than ever evident.

It was a city with no industry, whose biggest business was education. It had no transportation facilities except for a bus line and an ancient branch line railroad. To complete the picture, local tempers were just beginning to cool off from a very bitter city charter campaign. There was plenty for a good story, but just how to put it into pictures was the problem for the photographers.

Prior to coming to Columbia, the photographers had received a long research report on the city. It pointed out many angles of approach to the problem. On the first day of the workshop, members learned about the city from the Chamber of Commerce, local historians, the city attorney, and a professor, who gave an hour-long socio-economic report. The photographers were well fortified with information and possible angles of approach for a picture story. The day of orientation was completed with a two-hour automobile tour.

**O**N the second day of the workshop, members began their picture taking. From the thirty photographers, there were many different approaches. Some saw the city politically, some saw it economically, some decided to contrast poverty and wealth, other saw a racial

**W**HEN thirty professional news photographers and picture editors assembled for the University of Missouri's first photographic workshop, the week's basic assignment looked easy. It was simply: "Shoot a picture story of Columbia, Mo." But even Columbia, a college town uncomplicated by industrialism, turned out to be several towns. What the workshop learned about the ever-growing field of pictorial journalism can be gauged by the fact that 3,000 pictures were taken and seventy-five chosen to form a traveling exhibit!

Otha C. Spencer, who took part in the workshop, was a daily newspaperman and a photographer before broadening his practice with theory by attending Missouri's journalism school. He now teaches journalism at East Texas State Teachers College where he directs photography for the big state school.

Before the war, he was news editor of a small daily. The war years gave him a brief interlude of military publication editing but he spent most of four years as a bomber and transport pilot. Afterwards, he directed a school of photography for a couple of years before entering Missouri and going on to his present post. He is a member of Sigma Delta Chi and has written articles for various magazines, mostly on photography. And he says he is waiting the day when newspapers will more fully realize the impact of pictorial journalism.



approach, others shot snapshot-style with no view in mind. Over 3,000 pictures were made in all parts of the city. The people, the crowded streets, the buildings and students were photographed, and every conceivable photographic idea and angle was tried.

Soon the people became aware of the photographic invasion. There were some objections, but the majority of the people were cooperative, like the lady behind the counter in a farm store who said to one of the photographers, "Most of the people think you are a bunch of Communists and these pictures are going straight to Russia, but I don't believe them."

Others refused, thinking the project was a commercial venture and they would eventually be "stuck" on some wild promotion scheme. Most of the town was interested in the work.

The photographers, quite by accident of course, were furnished various kinds of excitement and subject material. There was an attempted murder, a suicide, a fire, a natural death on main street, and a hotly contested trial for arson. All of these were "covered" by the visiting photographers.

When the work was completed, prints made and captions written, each photographer explained his work. He gave reasons for making the picture and then listened to the frank criticism of his work by the members of the staff of instruction.

One photographer said, in defense of his pictures: "I'm tired of making insipid pictures for my editor, and this week I just wanted to go around and take insipid pictures for myself." He had some good ones.

The final work of the instructors was to select enough pictures from this mass of exposures to tell the story of Columbia, Mo., according to assignment. This was the task of John Morris, with the magazine viewpoint, and Stan Kalish expressing the newspaper views. Of the large group of pictures, around seventy-five were selected to be printed and mounted as evidence of a week of work.

And so the first University of Missouri photographic workshop ended. What had it accomplished? The thirty photographers felt that they had not wasted their time. The workshop had helped them to create in their minds a new way of think-



**STUDY IN CONTRAST**—Some of the workshop photographers approached their assignment from the social focus and found the paradoxes that would be typical of most American cities. Here Columbia's fine big municipal water tank towers above the trees a few yards from a weathered dwelling house that lacks any sanitary water facilities.

Otha C. Spencer



THE QUILL for August, 1949

ing about reporting, that of welding the word and picture into a single presentation, much more interesting and informative than either used separately.

The tangible results will be shown in the form of a traveling exhibit, to be displayed in all parts of the country. This first workshop has formed a basic pattern for future ventures of this type, all dedicated to the advancement of photojournalism.

## Brandt Heads U. C. L. A. Journalism Department

**J**OSEPH A. Brandt (Oklahoma '21), newspaperman, publisher and college president, is organizing the long-awaited department of journalism at the University of California at Los Angeles. He started duties in July, in preparation for classes this Fall, following his appointment by Provost Clarence A. Dykstra.

The new department is expected to emphasize graduate study in cooperation with the university departments of Eng-

lish, political science, economics, history and related fields. Lecturers will be drawn from among journalists in Southern California.

A native of Indiana, Brandt was graduated from the University of Oklahoma in 1921 and spent the next three years as a Rhodes scholar at Oxford University. He reported for the Sapulpa (Okla.) *Herald* and the Ponca City (Okla.) *Daily News* and was city editor of the *Tulsa Tribune*.

He entered the publishing field by organizing the University of Oklahoma Press which he directed for ten years while serving also as editor of the *Sooner Magazine*. He spent three more years as director of the Princeton University Press before returning to Oklahoma as president of the university from 1941 to 1944. In 1944 he became director of the University of Chicago Press and then president of Henry Holt & Company, New York publishing house.

Brandt is a former president of the American Institute of Graphic Arts and the author of "Toward the New Spain" and numerous magazine articles.

# Honors

[Concluded from Page 5]

Mary E. Krebs, Barbara A. Bickel, John N. DeBoice.

**INDIANA UNIVERSITY**—Marjorie E. Brink, Robert L. Hermann, Alice Ann Dalrymple, Barbara A. Homans, John R. Minton, Joan Diehl, Anne R. Ford, Leo Eugene Hickman, Guido H. Stempel III.

**UNIVERSITY OF IOWA**—Harold A. Jahnke, Jean Gavronsky, William Domermuth, Frances Jean Ellis, Raymond M. Eastman, Kelly Rucker, Carl Berger, William W. Burke, Robert Thompson, Patricia Miller.

**IOWA STATE COLLEGE**—Dean Wolf, Merritt Bailey, Ruth Hackett, Nancy Baker.

**UNIVERSITY OF KANSAS**—Anna Mary Murphy, Lois Lauer, James L. Robinson, Elizabeth A. Berry, William C. Von Maurer, Keith M. Wright.

**KANSAS STATE COLLEGE**—Mae Weaver, Norville Gish, Harry J. Parsons, Duane Patterson.

**LOUISIANA STATE UNIVERSITY**—Adolph O. Goldsmith, James P. Brandao, Joline McMahon, Evelyn Hunter, LaRita Smith.

**MARQUETTE UNIVERSITY**—Florence A. Rust, John E. Byrne, Edgar V. Barmann, Mary L. Rooney, Beverly Van Patten, Walter B. Kolesnik, Raymond V. Beaumont.

**UNIVERSITY OF MIAMI**—Tobie Jacobskind, Elmer H. Hall Jr., DeWitt H. Scott, Arthur Roth.

**UNIVERSITY OF MICHIGAN**—Raymond W. Smith, Robert W. Dilworth, Robert W. Lenski, Joseph R. Walsh, Frances M. Keaton, Kenneth L. Peterson, Donald E. Thomas, John F. Nehman.

**UNIVERSITY OF MINNESOTA**—John R. Finnegan, Warren Fodick, Marjorie Healy, Bruce Kipp, Russell D. Miller, Gerald Kloss, Vera Chafee, Kathleen Christgau, Wilbur Jensen, Patricia Johnson, Hazel Oxholm, Paul Sampson, William White, Jack Terry, Donald Sailer, Lionel Horwitz, Patrick Maloney, Ellis S. Alnes.

**UNIVERSITY OF MISSOURI**—Robert M. Jennings, Merrill E. Cohen, John D. Ramsey, Gerald F. Laird, Robert A. Gelwick, Lance R. Bell, Michael Timko, William Sorrels, Guy D. Wright, Raymond J. Markman, Kenneth W. Sellers, William L. Howe, Bernard E. Waterman, Newton D. Baker, Mary Cecile Grove, David Byrnes, William C. Harrison, Mary Katherine Hamlett, Charles N. Barnard, Samuel Witelch, Mimi Jean Halliburton, Arnold J. Millner, Richard P. Conerly, Richard D. Herman, Bernard Rubin, Richard B. Matheson, Everett C. Terry, Irving Herman, Troy S. Floyd, Lois Bernadee Lamm, John E. Trepel, Glen F. Evans, John M. Wolfe, Sylvia Glueck, Robert G. Love, Theodore O. Simpson, Kathryn Lee, Donald L. Weiss, William D. Egan, John B. DuBois, Robert V. McKnight, Elizabeth Ann Ricker, Jeremiah G. Wallace, Melvin Goodman, Kenneth W. Elliott, Richard H. Tucker, John Gibbs Jr., Ernest Leogrande, Robert E. Knittel, Richard H. Hoenig.

**MONTANA STATE UNIVERSITY**—Walter R. Orvis, Eileen A. Lommasson, Kathleen Mae VanLuchene, Donald H. Weston.

**UNIVERSITY OF NEBRASKA**—Alan B. Amsden, Ruth Nadine Anderson, Jack C. Botts, Clarence W. Kaufman, Helen Jeanne Kerrigan, Jean Minnick.

**UNIVERSITY OF NEVADA**—Jane McTavish.

**UNIVERSITY OF NORTH DAKOTA**—Gail F. Hay, Gordon W. Hellekson, J. Gerald Key.

**NORTHWESTERN UNIVERSITY**—Albert C. Allen, Creed C. Black, Bruce M. Young, Stephen Fentress, Frank J. Gorzynski, Herbert E. Hames Jr., Jeanne Marie Jacques, Ramon K. Replinger, Charles A. Simonton Jr., Carol Frances Wagner.

**OHIO UNIVERSITY**—James W. Westcott, William W. Alfeld, Robert E. Schweitz, Gunter I. Jacobson, Leslie Shelley, Rhoda Rosenfeld.

**OHIO STATE UNIVERSITY**—John B. Baker, Jr., Herman Alter, Frank H. Cortese, Richard L. Corum, Anthony A. Biesada, James F. Henry, Mary Lou Hambleton, Beverly L. Dring, Margaret L. Slack, Lee R. Adams, Kenneth L. Mountain.

**UNIVERSITY OF OKLAHOMA**—Marion H. Alderson, Jo June Curtis, James M. Kinney, Hazel Patricia Keener, Gene T. Kinney, Mary Ann Morse, John R. Puckett, Barbara Ann Ross, Lorenzo E. Stephenson, James R. Streeter, Bette Widney.

**OKLAHOMA A. & M. COLLEGE**—James Reynolds, Alice Lorraine Heard, Carl Meyerdirk, David Smith, Wesley Leatherock, Steve Washenko.

**UNIVERSITY OF OREGON**—Virginia Lee Mahon, William Buckley, Roberta Brophy, Daniel Wyant, Trudi Chernis, Jorris Benke, Laurence Mathae.

**PENNSYLVANIA STATE COLLEGE**—John Bonnell, David Malickson, William Pade, Marie Roberts, Elliott Shapiro, Malcolm White, Edward Yates, Stanley Zawadski.

**SOUTH DAKOTA STATE COLLEGE**—Janice L. Fondy, Virginia M. Sladek, Dorothy R. Kellar.

**UNIVERSITY OF SOUTHERN CALIFORNIA**—Charles M. Denton, Benson M. Sreer, Alexander L. Hicks Jr., Andrew Anderson, Gerald F. Maher.

**SOUTHERN METHODIST UNIVERSITY**—James A. Rushing, Ramona Brandenburg, Pauline Donnell, Sam Johnson Jr., Marion Haworth.

**STANFORD UNIVERSITY**—Edgar H. Booth, Robert K. Bullock, John E. Manning, Sandra June Meitus, Richard A. Silberman.

**SYRACUSE UNIVERSITY**—Albert Ametrano, Henry Rosso, Norman S. Fenichel, Allan Rosenthal, Gordon Wackett, Sheila Kelley, Edwin N. London.

**UNIVERSITY OF TEXAS**—Violet Verona Palmer, Lawrence W. Ingram, Nancie Foster, J. Eddie Weems, Willie Lou Parker, Sarah Jane Laschinger, Alice Rose Carter, William H. Holchak, Tom S. Whitehead Jr., Anna Ruth Trahan, Barbara Lou Davis.

**UNIVERSITY OF WASHINGTON**—Robert F. Stein, James W. Power, Gordon Parker, Barbara Ann Caples, Dolores McGuinness, James D. Grafton.

**UNIVERSITY OF WISCONSIN**—James H. Bartelt, James A. Bowman, Calvin C. Erickson, Fred C. Heinemann, Fred W. Hinckley, Donald H. Huijbregtse, Joseph W. Koelsch, Hugh V. McCarten, Felice L. Michaels, Bradford J. Sebstad, William F. Smithana.

Donald J. Wellenkamp (Northwestern '27), former assistant secretary of the Washington National Insurance Company of Evanston, Ill., has been named vice president of the Service Life Insurance Company of Omaha, Nebraska. He will be in charge of the company's field operations.

# N.U. Graduate Named 1949 T-V Interne

**S**TEPHEN FENTRESS of Evanston, Ill., 1949 graduate of Northwestern University's Medill school of journalism, was awarded the second annual television news internship by WGN TV and has begun a year's work with the Chicago station.

The internship, announced at the annual gridiron banquet of the Northwestern chapter of Sigma Delta Chi, by Spencer Allen, WGN TV news director, and Kenneth E. Olson, dean of the Medill school, provides for the annual appointment of an outstanding student of the Medill graduating class to a one year apprenticeship in the WGN TV Newsreel department.

Fentress was selected by WGN TV executives from students recommended by Dean Olson and Baskett Mosse, director of the radio course at Medill. Fentress previously studied at the University of Southern California.

His professional radio and journalism experience includes six months with United Press Radio in Chicago and ten months as a North Shore correspondent for the Chicago Herald American. Off and on for the past two years he has worked at WEAW, Evanston FM station. His work there included a 15-minute news commentary on Sunday nights for 39 weeks.

Son of Maj. Robert B. Fentress, attached to the General Staff in Washington, the new WGN TV interne also has a long service record. He enlisted in May of 1943, and served as sergeant with the 1st Division as a mortar gunner and squad leader. He was in the ETO from September, 1944 to October, 1945, and performed a post war clerical job at regimental level when he returned to the U. S. He received the Purple Heart, Bronze Star and Oak Leaf cluster.

Selected for his scholastic record as well as his aptitude and experience, Fentress is under the supervision of Allen, director of the WGN TV newsreel. His training will include newsreel photography, film editing, writing titles and continuity, narration, and news production and broadcasting.

Gordon E. Smith, the Northwestern "interne" of last year and the first to be selected under the plan, has completed his year of internship and been promoted to a permanent position on the WGN TV newsreel staff.

Stewart S. Howe (Illinois '28) was recently honored by graduates of the New York University College of Medicine with a testimonial dinner in New York City, for his technical direction during the three years of fund raising which have resulted in gifts totalling more than \$20,000,000 for building the College's section of the New York University Bellevue Medical Center.

Mr. Howe was initiated into Sigma Delta Chi at the University of Illinois.

Paul Krakowski (Wisconsin '17), formerly with the school of journalism at the University of Georgia, is now with the school of journalism at the University of West Virginia at Morgantown.

## Free World Hinges on U.S. Pulliam Finds

**B** RITISH socialism has proved a sham and a delusion which has failed to give a better way of life to the common people to whom it offered salvation, Eugene C. Pulliam, publisher of newspapers in Indianapolis and Phoenix, Ariz., told the Headline Club, Chicago professional chapter of Sigma Delta Chi, at a summer meeting.

Mr. Pulliam, one of the founders of Sigma Delta Chi, had just returned from a tour of fourteen European countries which also included a look behind the Iron Curtain in Czechoslovakia and Yugoslavia. He spoke at a dinner which was preceded by the initiation of four professional members.

He declared Britain was in the worst economic position of any of the countries he visited with the exception of Italy and the two Russian satellites. He laid her poor position in a competitive world market to the high prices of her goods caused by the increased costs of her socialized industry.

He criticized Britain's socialized medicine as a costly "farce" and predicted a probable Conservative victory in 1950. Britain, he said, is tired of working harder and eating less.

Western Europe generally, Mr. Pulliam said, is seeking a middle democratic ground after painful experiences with socialism, communism and fascism. It

Like Founder Eugene C. Pulliam (DePauw '09), the other men on the cover of this issue are also oldtimers in Sigma Delta Chi. Conger Reynolds, director of public relations for Standard Oil of Indiana, is Iowa '12 and Basil (Stuffy) Walters, executive editor of the Knight Newspapers, Indiana '17.

looks to America to preserve its own economic sanity and freedom as the best guarantee that totalitarianism does not sweep the whole world.

Actually, he said, communism is not only losing ground in Western Europe, but is showing cracks behind the Iron Curtain. He declared Tito's rebellion against Moscow the most significant thing that has happened in Europe this year.

"Tito is getting away with it," he said, "and if we give him just enough help to keep him alive economically, let him build up small industry without war potentials, he will be able to thumb his nose at Stalin. If Tito gets away with it, every little dictator in the satellite countries will be following suit."

He urged America to give no aid of any kind to countries behind the Iron Curtain until, like Tito, they show some independence. He cited Czechoslovakia as one which is suffering badly because it lacks raw materials. If we keep on the pressure, he said, "the whole Soviet scheme of aggression will blow up in their faces."

Professional members initiated were Carl W. Harris, owner, Carl W. Harris & Co.; J. W. Sampier, associate editor, *National Live Stock Producer*; Thomas V. Williams, *Associated Press*, and Willis L. Young, day editor, *Associated Press*.

THE QUILL for August, 1949



Irving Dillard

## Central Illinois Initiates 10 Men

**T**HE Central Illinois professional chapter of Sigma Delta Chi, has initiated ten members, preceding a dinner in the University of Illinois Men's Club. Louis N. Ridenour, dean of the U. of I. graduate college, spoke on "Research and Public Policy."

Initiates were: Arthur Strange, secretary of the Illinois Press Association and a member of the university's journalism staff; John A. Murray, University assistant extension editor in farm radio; Jay W. Jensen of the journalism faculty.

N. S. Seil, publisher of the Grayville *Mercury Independent* and a brother of Sigma Delta Chi president, Manning Seil, Illinois professor of journalism; Merrill Faulk, Danville *Commercial News*; William I. Flanagan, division of department reports, State Department of Finance, Springfield, former Chicago *Sun* assistant city editor.

Paul A. Lindenmeyer, editor, *Arcola Record Herald*; Benjamin Weir, publisher, *Charleston Daily Courier*; O. J. Lere, publisher, *LeRoy Journal*; and William B. Hamel, publisher, *Mattoon Daily Journal Gazette*.

## Humphreys State Editor Of Indianapolis News

**S**EXSON HUMPHREYS (DePauw '34) was recently appointed state editor of the *Indianapolis News*. He has been an Indianapolis newspaperman since 1936 and went from the copydesk to the state desk.

During the war Humphreys served with a military government team in Italy and became assistant adjutant of the Allied Commission there, receiving honors from both the Italian and his own government for his services. A DePauw graduate, he holds a master's degree from the American University, Washington, D. C. and a doctorate of letters from the University of Rome.

## Dillard Appointed Editorial Page Chief Of Post-Dispatch

**I**RVING DILLARD (Illinois '27) has succeeded Ralph Coghlan as editor of the editorial page of the *St. Louis Post-Dispatch*. Coghlan has been assigned to Europe to gather material for special articles for the newspaper.

Dillard, a former national president of Sigma Delta Chi, has been on the staff of the *Post-Dispatch* since his graduation from the University of Illinois in 1927. He was assigned to the editorial page after three years as a reporter and has been an editorial writer since that time except for leaves of absence for graduate study and military service.

In 1939 he spent a year at Harvard University as one of the first group of Nieman Fellows. In 1943 he was commissioned a captain in the Army and attended the Military Government School at Charlottesville, Va.

He served in England, France and Germany until August, 1946, before returning to the *Post-Dispatch* staff. He was on the staffs of both General Eisenhower and General Patton as a military government officer.

## Chicago Initiate Wins House Organ Award

**I**T was a double event for A. E. Greco, editor of the *Pullman News*, when he was recently initiated into Sigma Delta Chi by the Chicago professional chapter.

On the same day, Greco received the good news from the International Council of Industrial Editors' Convention in Toronto, that the *Pullman News* had been chosen the most effective house organ of 1949, as winner of the Darwin H. Clark award.

The award was made to Greco for presenting the best documented case history of how an employee magazine achieved editorial goals. The Pullman Company received a handsome plaque, Greco an Award of Merit and a check for \$100.

In addition to his duties as editor of the *Pullman News*, Greco is assistant to the vice president, in charge of Public Relations.

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# THE BOOK BEAT

By DICK FITZPATRICK

**T**HE volume of the literature on the weekly newspaper has always been small in comparison to its social importance and to its value as the practical training ground for newspapermen.

Thus, it is a great day in journalism literature when an expert of the calibre of Thomas F. Barnhart, professor of journalism at the University of Minnesota, writes a new book dealing with weeklies. This time, Professor Barnhart has written on "Weekly Newspaper Makeup and Typography" (University of Minnesota Press, Minneapolis, Minn., \$5.00).

Professor Barnhart's earlier work, "Weekly Newspaper Management" has long been considered outstanding. This new book will win equally wide acclaim for its author.

"Weekly Newspaper Makeup and Typography" was planned as a reference book for those in the field and as a text for students and newcomers to country journalism. The book serves both purposes well. It should be particularly valuable to those in the field because it incorporates the experience and wisdom that Professor Barnhart gained in redesigning fifty community weeklies.

Professor Barnhart begins his book with a discussion of the coming of functional modernism to the weekly. He says interest in makeup and typography does not stop with the newspaperman. "Everyone who reads a newspaper or advertises in it has a personal stake in wanting it to be an interesting looking and easy-to-read publication," he points out. The professor adds that functional makeup and typography take little more time and

when handled systematically, they even take less time.

Professor Barnhart devotes a chapter to each of the following subjects; front page makeup, inside page makeup, display elements of makeup (an excellent treatment of the subject), editorial and feature pages, rural correspondence (how it is to be set, headlined, and placed in the paper), school pages, society pages, sports pages, classified advertising pages, tabloid newspapers, newspaper body type, standard headlines, semimodern and functional modern headlines, printing plates for newspapers, color printing, and changes in letterpress printing.

In his chapter on tabloid newspapers, Professor Barnhart indicates that there will be more of them in the weekly field. Even though there are serious mechanical problems in changing a weekly to tabloid, there is little to fear in readers' acceptance. The author points out that most high school papers, all the wartime service papers, many supplements to metropolitan papers are tabloid size. He cites a 1946 study of 8,928 newspapers which showed that 1,044 of them were four or five column papers with page depths of 12 to 18 inches.

Since presses in weekly newspaper plants are equipped at best to do only simple color work, Professor Barnhart says that color printing in weeklies is in the pioneering stage. Cost of equipment to do better quality work is so high that only the large circulation weeklies can afford it. He concludes that "there is only a small chance that color printing in small town newspapers will show any appreciable advances in the immediate future."

In his last chapter, Professor Barnhart has brought together in summary form most of the available information on new printing processes including the many machines for setting "cold type." He says experts cannot agree on whether we are experiencing a printing revolution or just evolution. But producers of newspapers, as they always have been, are interested in processes that save time and cut costs.

Professor Barnhart's 267 page book gives journalism an up-to-date, practical book in the makeup and typography of the weekly newspaper. It is an excellent book and the only one that covers this precise subject.

## Textbook Revisions

New editions of two well known journalism texts have been issued recently. The second edition of Roland E. Wolsley and Laurence R. Campbell's "Exploring Journalism: With Special Emphasis on Its Social and Vocational Aspects" (Prentice Hall, Inc., New York, \$5.65) was published this spring. The authors are professors of journalism at Syracuse University and the University of Oregon respectively.

This new version of a good text with its reorganization and rewriting makes it one of the best introductions to the study of journalism. It would be an ideal book to use when colleges and universities recognize the importance of mass communication and introduce courses to acquaint all liberal arts with this important field.

One of the most important things that the authors have done is to widen their concept of journalism to include means of communication in addition to the newspaper and magazine.

The importance of this over all conception of journalism was brought to the attention of the American Association of Teachers of Journalism in 1946 in a speech by Professor Ralph D. Casey, director of the School of Journalism at Minnesota.

The authors make a sevenfold division of journalism in their new book—the field, the media, the means, the news, opinion and entertainment functions, and the finished product.

"Exploring Journalism" includes a 14 page glossary of newspaper, typographical and radio terms, a sample newspaper style sheet and a 13 page bibliography.

Another second edition is "News Gathering and News Writing" (Prentice Hall, Inc., New York, \$6.00) by Robert M. Neal, professor of journalism at the University of Missouri.

Professor Neal says reporting has changed much in the ten years since the first edition of his book came out. He says that the first year that a man spends as a reporter is the most important. Therefore, he has slanted his book to answer the questions that will come to the beginner in that time.

As he does in his "Editing the Small City Daily," Professor Neal makes frequent use of dialogue to illustrate points.

Professor Neal presents a complete, competent picture of reporting in 37 chapters filled with sound advice which has been well thought out.

Gordon K. Englehart (Indiana '43) is a rewrite man for the Dayton (O.) *Daily News*.

Billy W. Byrd (Oklahoma A. & M. '47) is currently serving in the Public Information Division of the U. S. Army.

Joseph W. Gingery (Indiana '47) is telegraph editor of the Evansville (Ind.) *Courier*.

Harvey L. Katz (Syracuse '49) has joined the Bridgeport (Conn.) *Herald* staff.

Ben Cook (Southern California '39) is on the day desk of the United Press bureau at Los Angeles.

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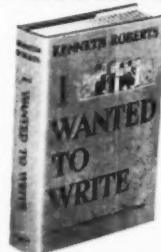
—OMAHA WORLD-HERALD

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## Joe T. Cook

[Concluded from Page 6]

N. E. A. president in his field.

"In quality and effectiveness, the nation's weekly newspapers have improved so tremendously in the last two decades that they have become a real business institution to ably fill their responsibilities," Cook believes.

His faith in his fellow editors is based on his contacts made in the last ten years, attending N. E. A. conventions where he has become acquainted with a large number of the 5,600 members. N. E. A., representing non-metropolitan daily and weekly papers in all of the 48 states, has been a strong factor in lifting the poorly printed, poorly edited weekly newspaper of yesterday into its rightful place today, he adds.

"Much of the progress made has been due to the exchange of ideas which press associations bring, the development of service to its members from its offices in Chicago, Washington, New York, and Detroit, and its objective of raising the standards of journalism through cooperation with the schools of journalism in the nation's colleges and universities," Cook points out.

School days back in Eastland brought more than one decision of life-time influence to young Cook—there he met the "only" girl. He and Dorothy McCanlies went on from high school dates to college proms and the middle aisle trip which made them "Mr. and Mrs." in September, 1932.

There are two more Cooks now—young



A. E. Pedersen, Jr.

Dorothy at 16 is ready for her senior year in high school, has already served her apprenticeship on the school annual and will be its editor next year and Joe Jr. knows the fascination of the plant where his dad is editor.

Roy Paul Nelson (Oregon '45) is assistant editorial director of *American Forest Products* in Washington, D. C.

## Montana J-Student Wins Scholarship At Danish University

A. E. Pedersen, Jr. of Kalispell, graduate student at the Montana State University journalism school, is one of 27 American students selected to attend the American graduate school attached to the University of Copenhagen in Denmark.

Pedersen will study at the Danish school under an exchange student plan sponsored by the American Scandinavian foundation. He will take work in the social studies field at Copenhagen and later at Aarhus, Denmark, from September this year to May, 1950.

After being graduated from Flathead County High School, Pedersen worked a year as a reporter for the *Flathead Monitor* in Kalispell. He was in the Marines from November, 1942, to December, 1945, serving in Hawaii and on Midway.

At Montana he was a reporter and associate editor of the *Kaimosi*, university newspaper. He also was treasurer of Sigma Delta Chi.

Stafford G. Davis, since 1947 editor of *The National Publisher* and a member of the National Editorial Association staff since August, 1946, has been named as editor of the *Calumet Index*, semi-weekly newspaper covering Chicago's far south side. Davis, 25, assumed his duties in July.



## The Hop Harvest is On

• This is the beginning of the harvest season for one of America's most unusual crops—hops. This agricultural product, grown on the Pacific Coast, performs many wonders for beer, imparting a pleasant aroma and flavor, serving as a filtering medium during the brewing process, and acting also as a preservative for the beverage.

In the early days, hops usually were picked by migratory workers. They would start in the growers' yards of California and gradually work their way northward through the state of Washington. In recent years the picking has been done both manually and by machine. This has resulted in cleaner picking, which contributes towards finer beer and ale for the American consumer.

Only the blossoms of the hop cones are used. After picking, they are put through drying processes and then are baled for shipment to breweries, where they are stored in cool temperatures until ready for use.

The zero hour for the hops is when the barley malt, usually with some rice or corn added, has yielded its extract to form a sweet liquid known as wort. Then this wort is drawn into a huge brewing kettle, where the hops are added by the master brewer with the sensitiveness of the master chef who applies seasoning to a distinctive dish.

When this union of hops and wort is filtered, fermented, aged and carbonated, it becomes that age-old beverage of moderation known as beer or ale.

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## On the Record

WHEN J. Edward Gerald, professor of journalism at the University of Minnesota, was notified that he had won the 1948 Sigma Delta Chi award for Research in Journalism, he made a few remarks which we feel are significant.

"I am hopeful," he wrote, "that the recognition Sigma Delta Chi has seen fit to give to activities in the field of research may lead to a more general understanding and support of the basic inquiry in the mass communications field. There is much to be done and until recent years there has been little in the way of money or facilities with which to do the work. The men to whom the Sigma Delta Chi awards went in earlier years were indeed pioneers. It was the recognition afforded them at a critical time in the development of research by Sigma Delta Chi and other organizations which made it possible for younger men to find support and encouragement. Sigma Delta Chi stands assured of our gratitude."

Sigma Delta Chi is grateful, too, for Researcher Gerald's kind words. The "earlier years" mentioned by Gerald refer to the fraternity's research program formally adopted in November, 1930, at the Columbus, Ohio, National Convention.

It was referred to at that time as "another step forward in its constant endeavor to serve the best interests of journalism and those engaged in that profession." Committing Sigma Delta Chi to a research program was not the decision of an impulsive moment. The thought had been in the minds of some leaders of the fraternity for years, and had been the subject of extended discussion and long deliberation.

For the first research project, the fraternity chose a subject that had already aroused wide discussion and controversy—that of the curricula of journalism schools.

PROF. WILLIAM L. MAPEL, then director of the school of journalism at Washington and Lee University and a member of the executive council of the fraternity, was appointed to direct the organization's first research project. During the year, Franklin M. Reck, then national president, appointed a committee, to survey research generally and the fraternity's role in it.

This committee consisted of Blair Converse, chairman, Lee A. White, Charles E. Snyder, John Stempel and Mitchell V. Charnley. Converse immediately assigned the Iowa State chapter to make a study, sounding out a typical group of professional members on the desirability and need of the fraternity to serve as a national professional society.\*

When the society convened the following year at the University of Minnesota, it heard Prof. Mapel's report on the first journalistic research project carried out by the Lee School of Journalism.

In it, it made a plea for a strong background in liberal arts in preparation for journalism and presented an indictment

of an educational scheme which carried a financial budget inadequate to make possible the employment of the highest type of newspaper men as journalism teachers.

Following the presentation of the report, the delegates approved the appointment of a permanent committee on journalistic research, sanctioned the conducting of an occupational and economic survey of the field of journalism and voted to offer the cooperation of the fraternity to the joint committee of the American Society of Newspaper Editors and the American Association of Teachers of Journalism in any study it intended to make.

THE eighteenth convention at Evanston, Ill., in 1933 voted a continuation of the research project. The convention to have been held in 1932 had been cancelled because of the general economic conditions, which also prevented the completion of the project to make a census of journalistic jobs. In addition the committee undertook the task of making a critical study of past and present journalistic organizations.

Blair Converse reporting for his committee recommended six specific surveys that could be conducted, emphasized that Sigma Delta Chi could become the clearing house for journalistic research, both completed and in progress, and that it should coordinate and guide a research program for the profession. All this, he stated, was utopian in nature but it did offer a goal that was in full harmony with the professional purposes of the fraternity.

The Chicago Stockyard fire of 1934 crippled Sigma Delta Chi's research program temporarily. The fraternity's headquarters in the Drovers Journal Building were destroyed in the fire. The rebuilding of records and purchase of new equipment prevented expenditures being made for the previously planned survey.

In the same year Blair Converse, who had headed the research committee since its inception, found it necessary to resign and Dr. Alfred M. Lee of the University of Kansas was appointed. His program, in addition to carrying on the unfinished work, called for encouragement of chapters to devote one or more meetings a year to reports on research, to present at the annual convention papers on research and to make available to THE QUILL reports on research.

EARLY in 1935 Lee assembled ideas presented by his various committee members. One of them was to give recognition for journalistic research. Out of this came a plan to make a cash award of \$50 to the individual whose work in original journalistic research was proclaimed as most significant during a designated period.

Tully Nettleton, then of the Washington Bureau of the *Christian Science Monitor*, presented Sigma Delta Chi's first cash award. It went to Prof. Oscar Riegel, director of the Lee School of Journalism for his book, "Mobilizing for Chaos."

In the meantime a grant of \$100 was approved and presented to Frank Luther Mott to help finance the publication of a list of unpublished theses in leading universities, a research project in which he was busily engaged.

The second annual research award was

voted to Prof. Ralph O. Nafziger, for his manuscript study of "The American Press and Public Opinion During the World War, 1914 to April, 1917."

When Lee took leave from his position at the University of Kansas to serve with the Institute of Human Relations at Yale University, Tully Nettleton was appointed to replace him as chairman of the research committee. Lee didn't forget research or Sigma Delta Chi, however, for it was his book, "The Daily Newspaper in America" which won for him the \$50 award in 1937.

In October of 1937, Mitchell V. Charnley, who had been an active member in the research program and many other fraternity affairs, was appointed chairman on the research committee.

The committee had received a \$100 appropriation from the fraternity, for special work, but it never had been used. In submitting ideas for its best use two major plans evolved. One was to offer it as a "Sigma Delta Chi Journalistic Research Scholarship." The other suggested that it be used to publish a piece of research, or an abstract of such a piece.

In the meantime, the 1938 \$50 cash award went to Frank Luther Mott for the published Volumes II and III of his exhaustive, "History of American Magazines." It represented a tremendous amount of work that went into its 1,300 pages and was cited for its painstaking thoroughness and accuracy and its value to journalism.

Norvall Neil Luxon, professor of journalism at Ohio State University, was awarded the 1939 \$50 cash award for his study of the Niles Weekly Register, an important American periodical of the first half of the nineteenth century.

AT the 1940 Des Moines convention the Executive Council recommended and the convention approved the suggestion that the fraternity's newly established awards for distinguished service to journalism include a separate research award. The winner was to be presented with a medallion and accompany certificate to signify excellence in the field.

Paul W. Lazarsfeld, director of the Office of Radio Research, Columbia University was selected in 1940 to receive the first medallion for research under the new research award program for his study of the relationship between radio and the press. The practice of awarding the \$50 cash amount had been discontinued.

Although the professional awards program continued during the war, no entries merited an award during the years 1941-42-43. For outstanding research performed in 1944, Earl English, then at the University of Iowa, received the nod for his research on the readability of headline types.

The 1945 selection went to Frank Thayer of the University of Wisconsin for his two books on "Legal Control of the Press" and "Instructions Manual" on press law. The 1946 award for research went to Ralph D. Casey, director of the University of Minnesota School of Journalism, Bruce L. Smith and Harold D. Laswell, social scientists, for their book, "Propaganda, Communications and Public Opinion." Each author had written a section of the book. The 1947 award was made to James E. Pollard, director of the school of Journalism at Ohio State University, for his book, "Presidents and the Press."

We appreciate Prof. Gerald's letter which prompted us to tell you all about Sigma Delta Chi's research awards and program.

VICTOR E. BLUEDORN

THE QUILL for August, 1949

\*The questionnaire pointed out that no such organization then existed, and that the fraternity, since it represented all phases of journalistic work, might be the best agency for developing a national society similar in function and scope to the professional societies of lawyers, doctors and engineers. The returns favored a professional body, hence the fraternity renewed its efforts in that direction.)

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